

# **What Airlines Should Know About Markup Languages**

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# Topics

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- How and why we choose markup
- Early markup to XML timeline
- Positioning SGML and XML for the future

# Focus

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- Its easy to focus on what you need to do to create and deliver data *now*
- Its easy to focus on putting out fires
- Its difficult to focus on future requirements
- Its difficult to focus on future technologies
- Why?
  - We try to look at just what's in front of us
  - We try to constrain the scope of our projects
  - We try conserve resources

# Vision

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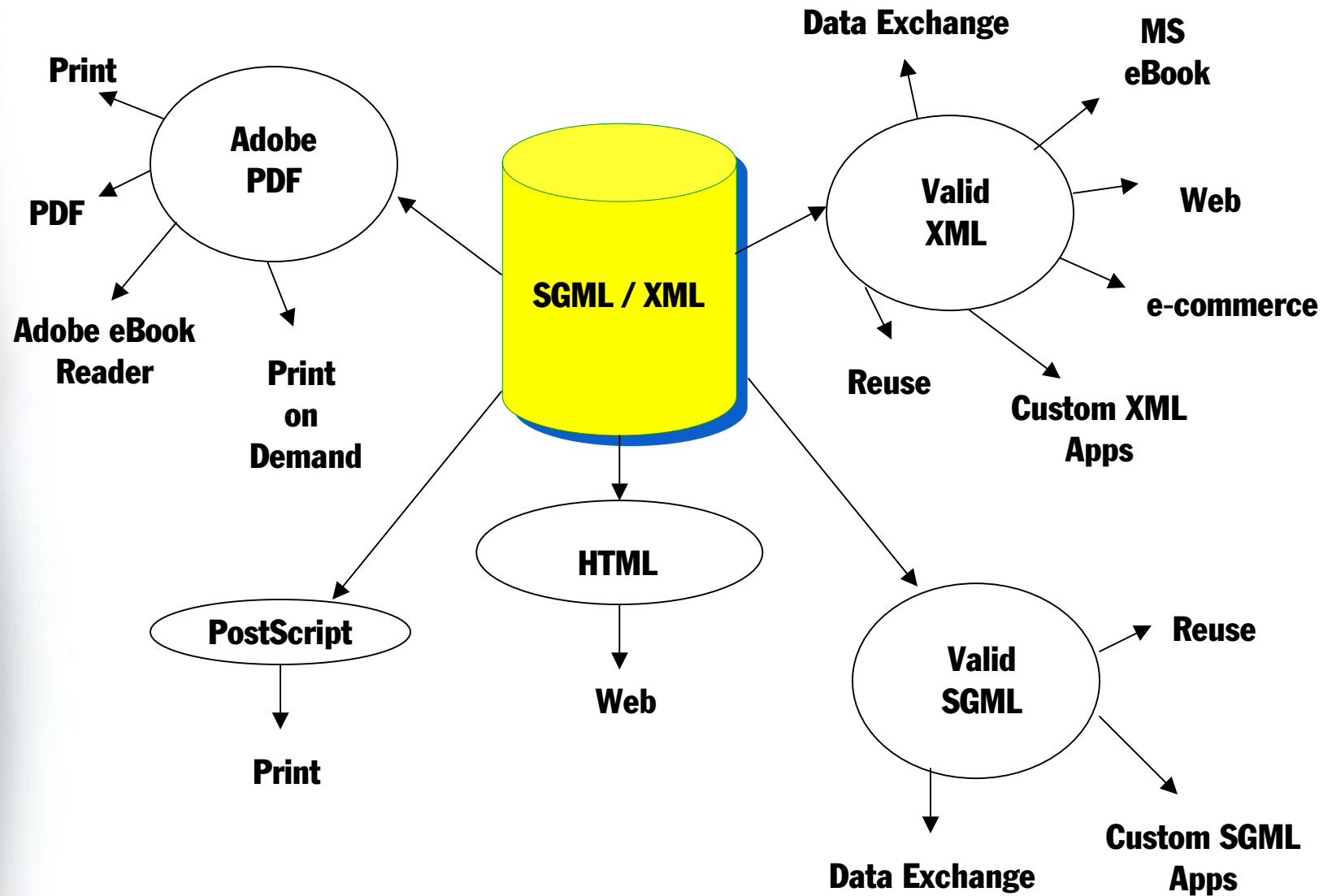
- Its easy to set the direction for the short term
- Its difficult to set the direction several years out
- Why?
  - Customers' needs, requirements, and expectations change
  - Types and uses of information change
  - Technologies change

# Is Your Vision Set By...

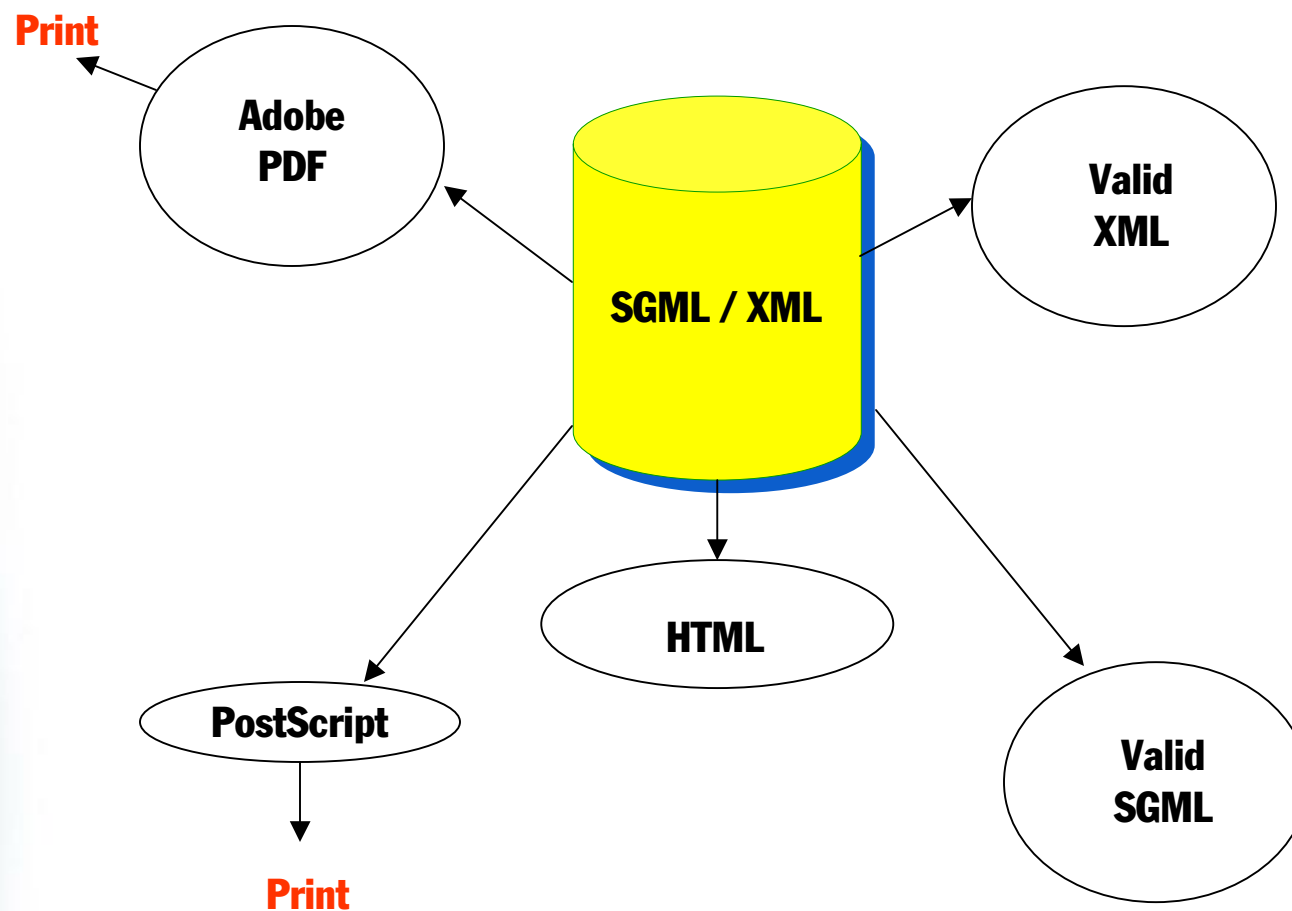
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- delivery to end-users?

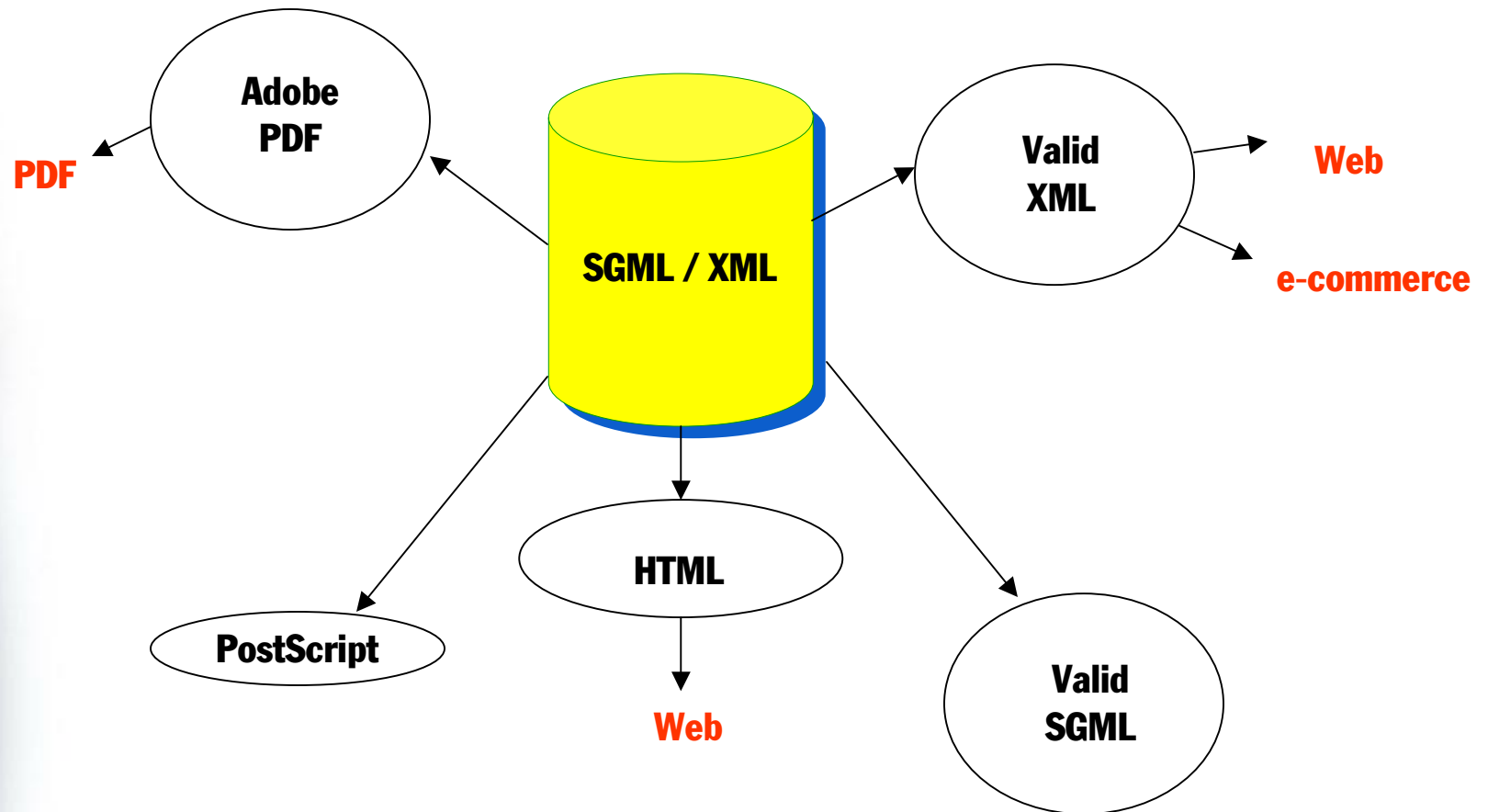
# Delivery



# Delivery: Print

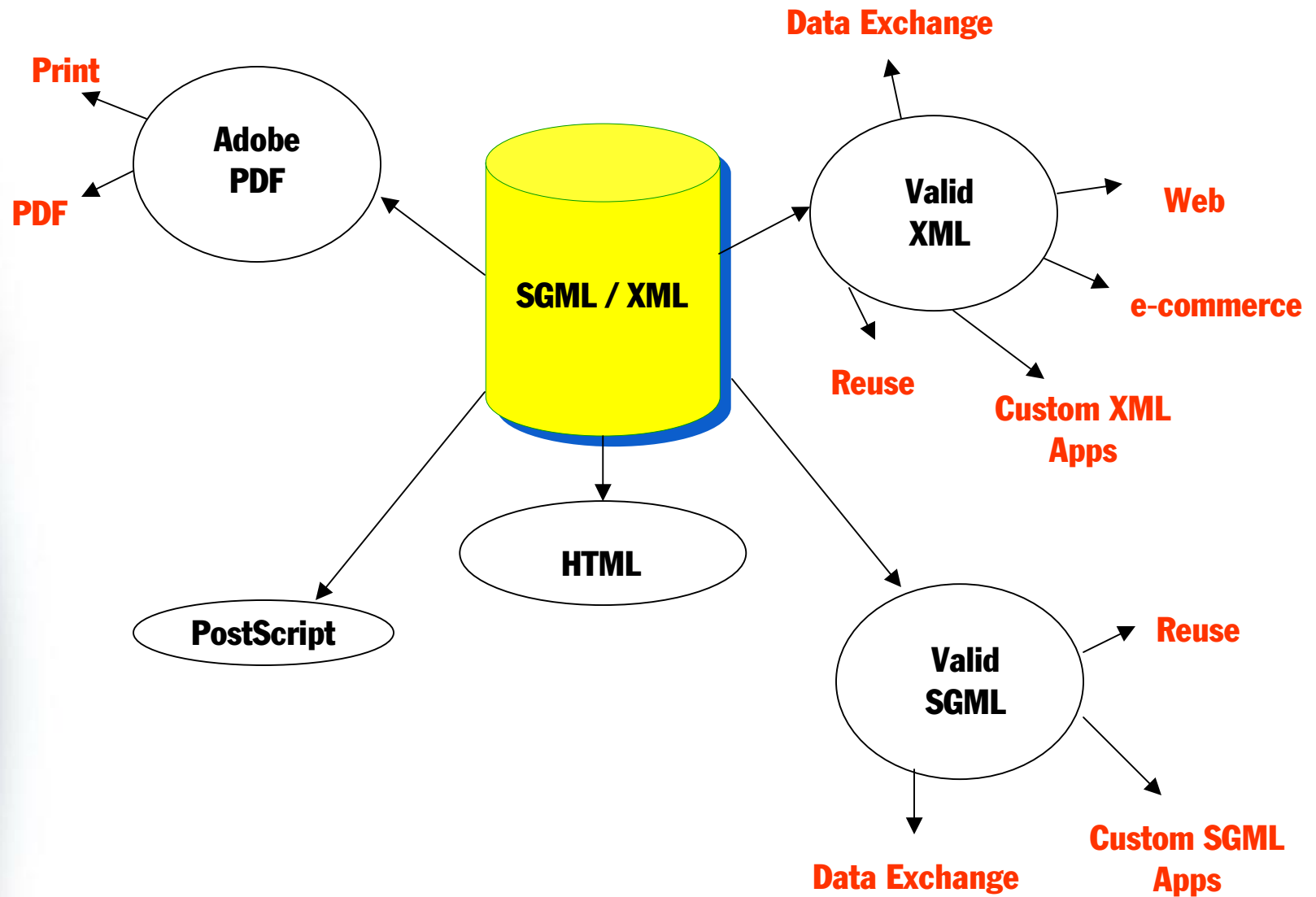


# Delivery: Web





# Delivery: Custom Applications

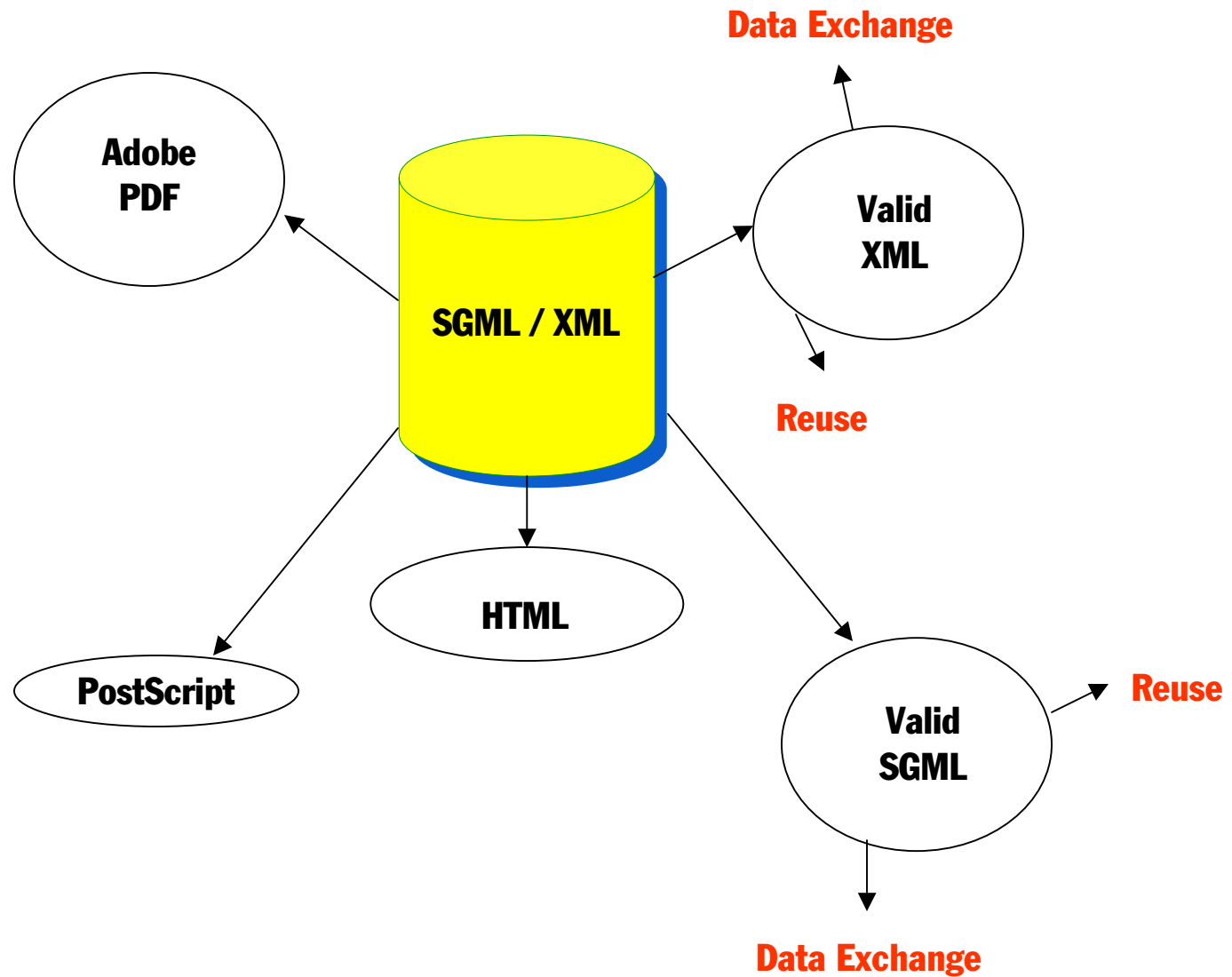


# Or Is Your Vision Set By...

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- delivery to end-users?
- data management?

# Data Management



# Or Is Your Vision Set By...

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- delivery to end-users?
- data management?
- data value opportunities?

# Extending the value of the data

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**Searching**

**Submission**

**Navigation**

**Interactivity**

**Access**

**Distribution**

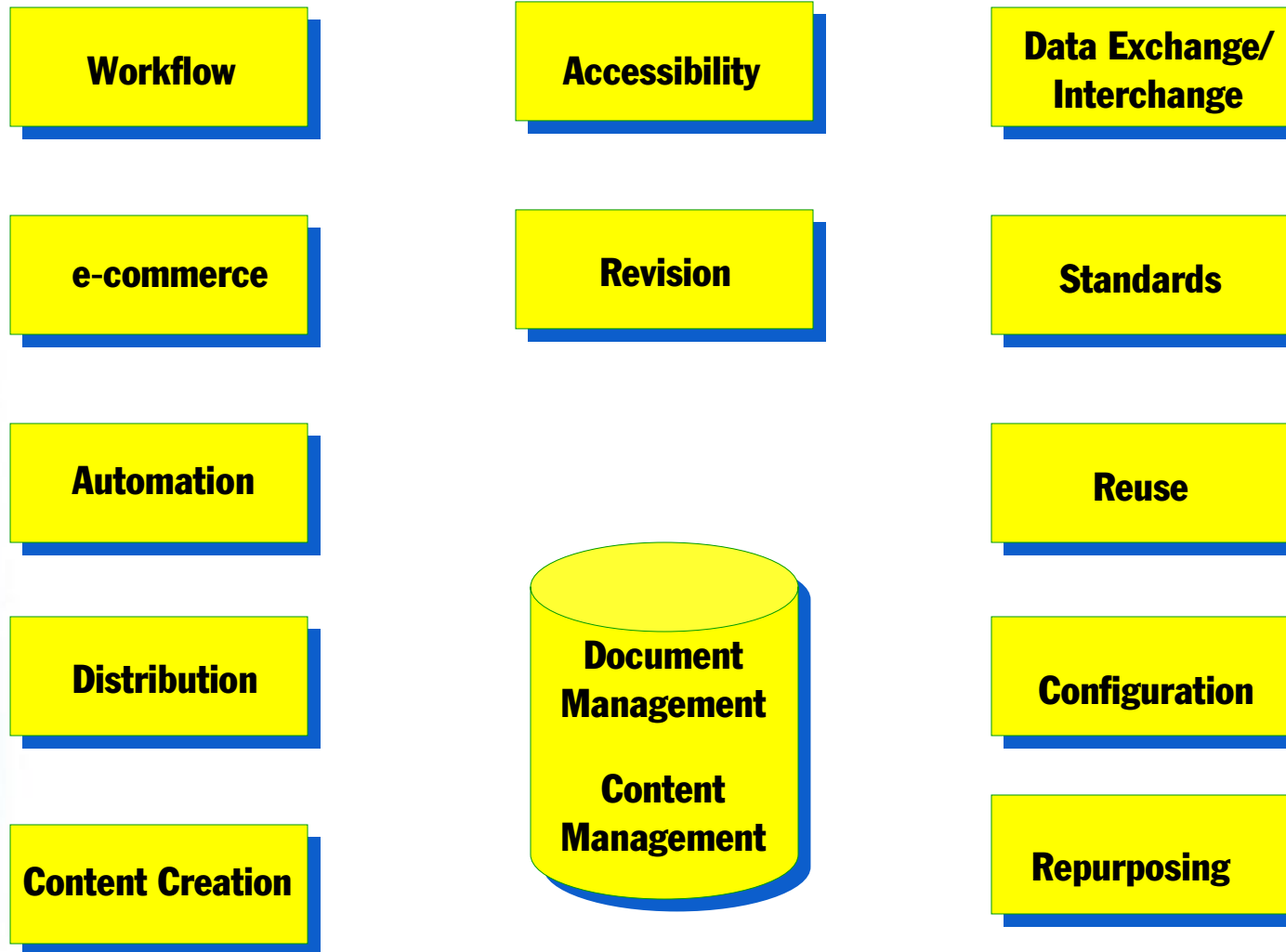
**Knowledge  
Paths**

# Or Is Your Vision Set By...

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- delivery to end-users?
- data management?
- data value opportunities?
- system and business processes?

# System & Business Requirements



# Or Is Your Vision Set By...

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- delivery to end-users?
- data management?
- data value opportunities?
- system and business processes?
- all of the above!



# ***What are WE doing?***

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- **Developing workflow**
- **Designing systems**
- **Implementing customer requirements**
- **Setting vision**
- **Driving standards**

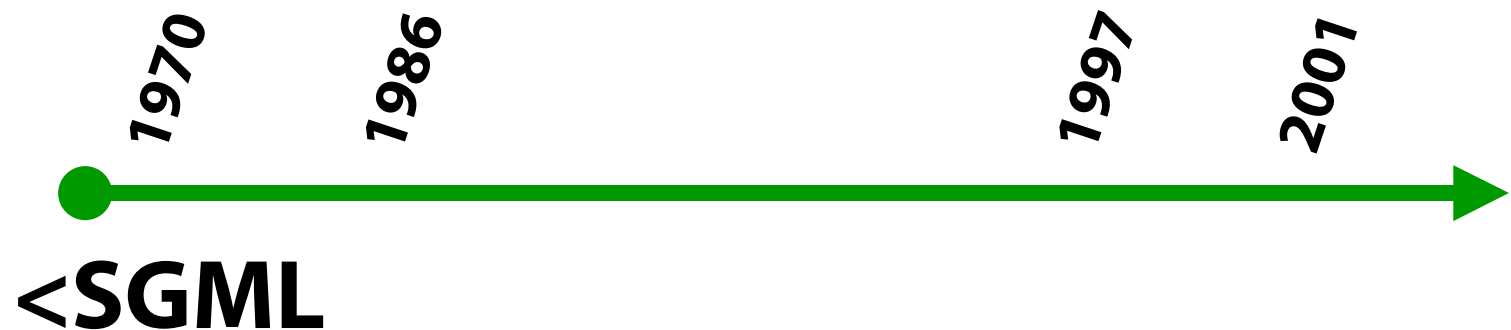
# ***Who are We?***

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- **Managers**
- **Pilots**
- **Engineers**
- **Tech Writers**
- **...**

# Timeline: <SGML

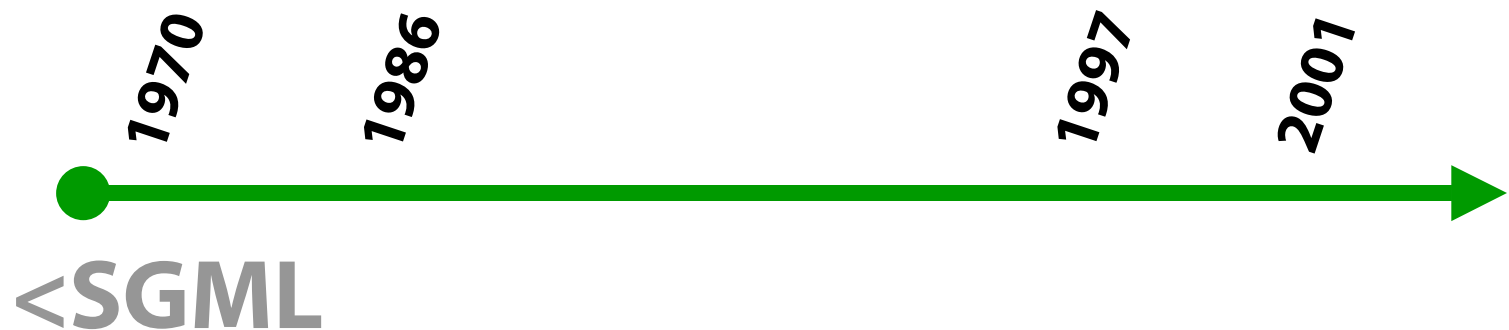
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➤ Markup represented formatting

# Timeline: SGML

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## SGML

- Markup defines structure

# Timeline: HTML



- Markup defines structure and format
- Application of SGML (limited and fixed)

# Timeline: XML



- Markup defines structure
- Subset of SGML (open and extensible)

# Markup Gains

## ■ Creation

	HTML	SGML	XML
Authoring	x	x	x
Order, Type, Meaning		x	x
Validation		x	x
Desktop Applications	x	x	x
Standardization	x	x	x

# Markup Gains

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## ■ Management

	HTML	SGML	XML
Workflow		x	x
Storage	x	x	x
Reuse		x	x
Repurpose		x	x



# Markup Gains

## ■ Distribution

	HTML	SGML	XML
Web/Free	x		x
Paper/PDF			x
Transformation			x
Smart Searching			x
Personalization			x
Exchange		x	x

# SGML is the Foundation

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- **Today's Markup language implementations (HTML) and variations (XML) are proven**
  - SGML became an ISO standard in 1986 (ISO 8879)
  - SGML has been adopted and implemented by many industries in many applications
  - SGML is a rich syntax and it is very extensible
- **Today's Markup applications are strong, reliable and cost effective**
  - Content Creation and Rendering is easy
  - Content Management and Distribution tools are available

# Business Drives the Need

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- Today's Markup Requirements are defined by content creation, management and distribution requirements
  - Paper
  - Web
  - Custom applications
- Today's Markup Acceptance is driven by effectiveness and ROI

# XML Meets the Business Need

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- XML is simpler and easier to create and distribute than SGML
  - Features important for web delivery retained (elements, attributes, linking, validation)
  - Least-used and most-difficult-to-implement features dropped (marked sections, inclusions, exclusions)
- XML is extensible
  - Transformation capabilities
  - Data-type standards

# What About SGML?

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- Does XML replace SGML today? NO!
  - XML is designed for data delivery, not authoring
  - XML simplifies the delivery and rendering of complex data
- Does XML replace SGML in the future? Maybe!
  - XML Tools become plentiful, powerful and cheap
  - XML data structures (schemas) become standards
  - Web based interfaces become reliable

# What About HTML?

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- Does XML replace HTML today? NO!
  - HTML is easy and free
  - HTML works well for a majority of web users
  - HTML is universal
- Does XML replace HTML in the future?  
Yes!
  - Users expect more from their Web experience
  - Internet commerce requires better control

# Getting Underway

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- **Set the Vision**
  - Automation
  - Delivery
  - Control
- **Define Goals**
  - Safety
  - Costs
  - Innovation
- **Define Objectives**
  - Creation
  - Management
  - Distribution